

Tourism and Outdoor Recreation Committee

Wednesday, May 20, 2015

House Office Building, Room 326, Lansing, MI

WELCOME AND INTRODUCTIONS

Jennifer Goulet
President & CEO

Sarah Triplett
*Director of Public
Policy*

***Creative Many
Michigan***



CREATIVE MANY MICHIGAN

We are *the leading statewide advocate* for the creative sector in Michigan.

Our mission is to develop creative people, creative places and the creative economy for a competitive Michigan.

OUR STATEWIDE WORK

- **Voice for the Creative Economy in MI** - advancing policies and sustainable funding for arts, culture, arts education and the creative economy.

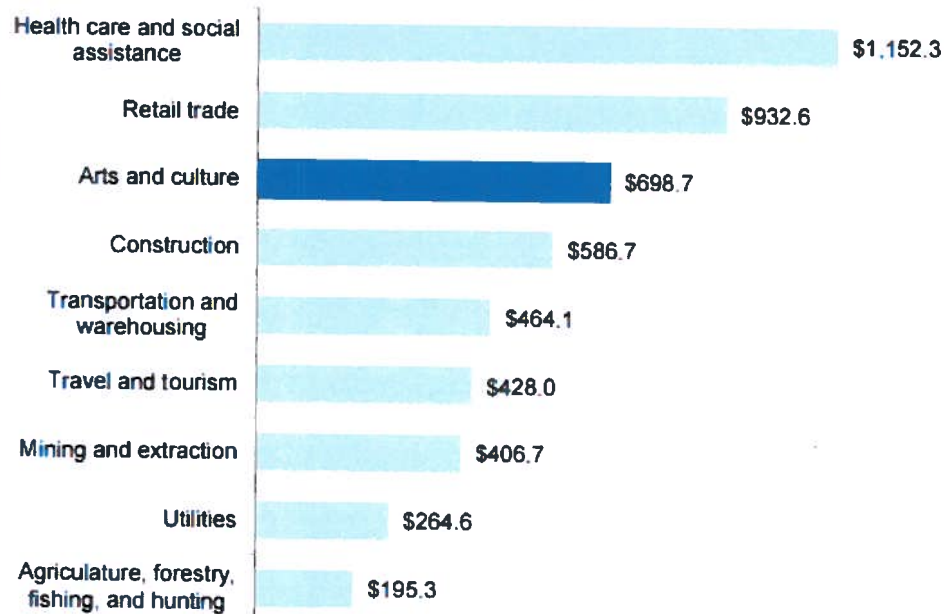
- **Making the Case** - Research and communications positioning arts and creativity as essential to Michigan's future.

- **Supporting Artists and Creatives** - Training, resources, and networking helping them build vibrant creative practices and businesses.



Value of Arts and Culture to the Economy

Value Added to U.S. GDP by Sector, 2012
(in billions)



Data sources: Arts and Cultural Production Satellite Account (ACPSA), Travel and Tourism Satellite Account, and GDP by Industry.

ECONOMIC ENGINE

NATIONALLY

- **Arts are an industry.** Nonprofit arts organizations generate **\$135 billion** in economic activity annually, supporting **4.1 million jobs** and generating **\$22.3 billion** in government revenue.
- Nationally, there are **702,771 businesses** in the US involved in the creation or distribution of the arts that directly **employ 2.9 million people** (representing **3.9% of all businesses** and **1.9% of all employees**).

ECONOMIC ENGINE

IN MICHIGAN

The arts are a growing Michigan industry.

- From 2006-2011, the number of arts-related jobs (85,656) increased by 15%, and arts-related businesses (28,072) increased by 65%.
- In 2010-2011 alone, jobs increased by 11% and arts-related businesses increased by 16%.

DISINVESTMENT IN THE ARTS

- Arts funding cut more than 90% between 2001 and 2009 – MI the 48th state in per capita arts funding.
- NEA budgets cut more than \$29 million in past 3 years.



CREATIVE STATE MI

- Lacked current, reliable data to make a compelling case for the power of the arts in MI.

- Creative Many launched Creative State MI in 2012 to:

- Provide data and research on the vitality/impacts of the nonprofit sector.

- Build foundation for a new MI creative economy policy agenda and investment portfolio.



2015 CREATIVE STATE MI

- Power of 407 nonprofit arts and cultural orgs!
- \$595 million in spending
- \$199.6 million in salaries
- 25,900 MI jobs
- 52,278 volunteers
- \$15 million in payroll taxes

THIS DATA WAS COLLECTED FOR FISCAL YEAR 2012

407
ORGANIZATIONS
CONTRIBUTED OVER
HALF A BILLION
DOLLARS IN DIRECT EXPENDITURES IN 2012.
THEY REPRESENT
AN ESTIMATED
18%
OF THE CREATIVE NONPROFIT SECTOR



2015 CREATIVE STATE MI

NONPROFIT ARTS &
CULTURAL ORGANIZATIONS
WELCOMED 25,785,806
VISITORS



**68% OF THOSE
VISITS WERE FREE**

2015 CREATIVE STATE MI

2,934,878

SCHOOLCHILDREN EXPERIENCED ARTS AND CULTURAL VENUES AND EVENTS



THAT INCLUDES

24,995

YOUTH & SCHOOL GROUP VISITS

NEARLY **\$2.5B** SPENT ON ARTS & CULTURE TOURISM

MORE THAN 18% OF STATE TOURISM REVENUE.



ARTS & CULTURE (\$2.5B)



GOLF (\$221.7M)



BOATING (\$512M)



HUNTING (\$141.1M)



HIKING (\$491.6M)



BIKING (\$330.1M)



FISHING (\$469.3M)



SPORTING EVENTS (\$199.3M)

\$2.5B

VS

\$2.3B

IMPACT OF ARTS & CULTURE ON TOURISM

Activity	2012	2013
Festival/ Fairs	\$574.8	\$588.8
Historic Sites	\$567.2	\$605.6
Museum, Art Exhibits, Etc.	\$508.6	\$588.1
Movies	\$401.1	\$577.0
Concert, Theater, Dance	\$324.6	\$290.3
Zoo/Aquarium	\$83.6	\$196.9
Total Arts & Culture:	\$2,459.9	\$2,846.7

- Arts and culture tourism increased by \$386.8 million in just one year
- 9.6 million leisure travelers

The History, Arts and Cultural Travel Industry in Michigan, Michigan Economic Development Corporation Research Unit, 2012 & 2013.

CULTURAL TRAVELERS

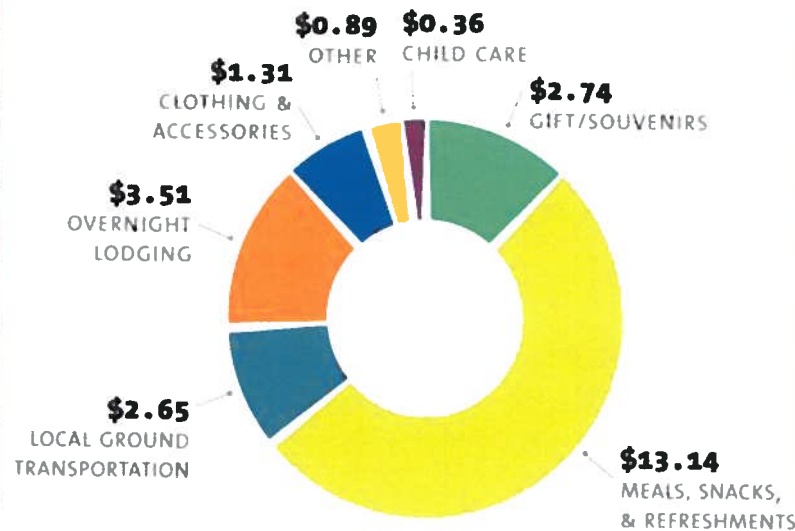
- 78% of all U.S. leisure travelers participate in cultural activities while traveling, translating to 118.3 million adults each year. Spend more: \$623 vs. \$457
- Are older: 49 vs. 47
- Use a hotel, motel or B&B -- 62 percent vs. 55 percent
- Are more likely to spend \$1,000+/-: 19 percent vs. 12 percent
- Travel longer: 5.2 nights vs. 3.4 nights
- Travel by air: 19 percent vs. 16 percent



ARTS ARE GOOD FOR LOCAL BUSINESS

- Local ticketholders spend \$24.60 --per person, per event -- on items such as meals, parking, shopping, child care – in addition to the price of admission.
- Out-of-county ticketholders spend **DOUBLE**

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



IN MI: ARTS ARE GOOD FOR LOCAL BUSINESS

- \$16,268,554 Gift Shop Merchandise
- \$42,660,507 Tickets
- \$29,705,061 Admission
- \$24,689,487 Memberships
- 376,202 Combined members and subscribers



ECONOMIC IMPACT: ARTPRIZE

2013 HIGHLIGHTS

ARTPRIZE HAS GIVEN GRAND RAPIDS FAR-REACHING BENEFITS INCLUDING ENRICHING ITS CULTURE, BUILDING AWARENESS OF THE REGION, AND BOOSTING ITS SOCIAL CAPITAL.



CNN
CNN FEATURED ARTPRIZE
as Michigan's must-see destination for 2014.

lonely planet
TOP 10 TRAVEL DESTINATION
ArtPrize helped to make Grand Rapids the top travel destination to visit in 2014.

30,432
OUT OF STATE ATTENDEES**

Illinois, Indiana and Ohio lead the Midwest where Florida, Texas, California, North Carolina and New York yielded top numbers outside the region.

446,850 VOTES CAST IN 2013

50,000 more than 2012

\$22.1 MILLION
NET-NEW ECONOMIC ACTIVITY*

253 JOBS CREATED*

250 MILLION MEDIA IMPRESSIONS

Los Angeles Times WALL STREET JOURNAL
Detroit Free Press
THE ART NEWSPAPER ARTFORUM

50%

OF VISITORS TRAVELED MORE THAN 30 MILES TO ATTEND ARTPRIZE 2013.

20,000 Detroiters representing 9% of our audience
1,900 Chicagoans were almost 2% of our total audience.

ONLINE GROWTH

10%

MORE PAGE VIEWS ON
ARTPRIZE.ORG
8 MILLION IN 2013

31%

MORE VISITORS TO
ARTPRIZE.ORG
747,000 IN 2013

20%

MORE FACEBOOK FANS
77,830 FANS

35%

MORE TWITTER FOLLOWERS
79,014 FOLLOWERS

Source: Report commissioned by Experience Grand Rapids with research conducted by the Anderson Economic Group, 2014.

ECONOMIC IMPACT: ANN ARBOR AREA

- 1.78 million people attending nonprofit arts and cultural events in Ann Arbor area
- Employs 2,617 full-time equivalent positions
- Total audience spending more than \$52 million per year
- \$50 million paid by local nonprofits
- Ann Arbor residents spend an average of \$21.05 on food, drink, parking, souvenirs and other purchases.
- Non-Ann Arbor residents spend an average of \$45.58



Source: Report commissioned by the Ann Arbor Area Community Foundation (AAACF) with research conducted by Americans for the Arts (AFTA), 2015

CREATIVE STATE MI

Michigan's creative industries are important contributors to the state economy -

\$3.6 BILLION

FISCAL
2011
YEAR

3.1%



9



THOUSAND PLACES

74



THOUSAND JOBS

CREATIVE MANY MICHIGAN HOUSE



CREATIVE MANY MICHIGAN HOUSE



CREATIVE MANY: NEXT STEPS

- Identifying our unique arts, cultural and creative assets
- Focus on opportunities to better align current arts and culture offerings
- Promote cultural tourism to drive tourism and grow the local economy



Questions

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